

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

Claim 1. (previously amended): An air freshening composition comprising a thermoplastic, semi-permeable polymeric gel having a fragrance material incorporated therein, the polymeric gel being formulated to adhere directly on a surface of a filter in an HVAC system, the gel having sufficient viscosity at temperatures in the range of about 40° F to about 150° F to prevent run off of the gel from the surface of the filter to which it is adhered and to enable effective release of scented, volatile components in the fragrance material to provide an air freshening scent to air passing through the filter by dispersing the scented, volatile components into the air over a predetermined period of time.

Claim 2. (original): The air freshening composition of claim 1 wherein the polymeric gel contains about 1 weight percent to about 30 weight percent of a polymeric gelling agent.

Claim 3. (original): The air freshening composition of claim 2 wherein the polymeric gelling agent is selected from the group consisting of hydrogenated styrene/isoprene copolymers; volatile silicones; polyacrylic acids and mixtures thereof.

Claim 4 (canceled).

Claim 5. (original): The air freshening composition of claim 3 wherein the polymeric gel contains about 0.1 weight percent to 70 weight percent of the fragrance material.

Claim 6. (original): The air freshening composition of claim 5 containing about 0-0.1 weight percent of an aversive agent and about 0 to 50 weight percent of a surfactant.

Claim 7. (original): The air freshening composition of claim 1 containing about 0-50 weight percent of a co-solvent.

Claim 8. (original): The air freshening composition of claim 7 wherein the co-solvent is selected from the group consisting of diethyl phthalate; triethyl acetate, dipropylene glycol, ethyl alcohol, benzyl benzoate, dioctyl adipate and mixtures thereof.

Claim 9. (original): The air freshening composition of claim 8 containing about 0-5 weight percent of a material selected from the group consisting of color agents, glitter and mixtures thereof.

Claim 10. (original): The air freshener according to claim 1, in which the viscosity of the gel is in a range of about 2,000 centipoise to about 500,000 centipoise over a temperature range of about 40°F to about 150°F.

Claim 11. (original): The air freshening composition of claim 1 wherein the predetermined period of time ranges from about one day to several months.

Claim 12. (previously amended): A process for scenting air in a forced air HVAC system including a mechanical source for circulating ambient air comprising:

- a) providing a filter member including an air permeable filter medium;
- b) adhering a scented thermoplastic, semi-permeable polymeric gel composition directly onto a surface of the permeable filter medium; the polymeric gel composition having a fragrance material incorporated therein and having sufficient viscosity at temperatures in the range of about 40° F to about 150° F to prevent run off of the gel from the surface of the filter to which it is adhered and to enable effective release of scented, volatile components in the fragrance material; and
- c) positioning the filter member having the gel composition adhered to the surface of the filter medium in an HVAC system so that the ambient air circulated by the mechanical source contacts the gel composition on the permeable filter medium and disperses the scented, volatile components from the gel composition into the circulating ambient air.

Claim 13. (previously amended): The process of claim 12 wherein the filter medium has an upstream facing surface and a downstream facing surface with the ambient air circulating in the HVAC system passing through the filter medium in a direction from the upstream facing surface of the filter medium to the downstream facing surface and the semi-permeable gel composition is adhered to the downstream facing surface of the filter.

Claim 14. (original): The process of claim 12 wherein the semi-permeable gel composition contains about 1 weight percent to about 30 weight percent of a polymeric gelling agent.

Claim 15. (previously amended): The process of claim 14 wherein the polymeric gelling agent is selected from the group consisting of hydrogenated styrene/isoprene copolymers; volatile silicones; polyacrylic acids and mixtures thereof.

Claim 16. (canceled).

Claim 17. (original): The process of claim 12 wherein the polymeric gel contains about 0.1 weight percent to 70 weight percent of the fragrance material.

Claim 18. (original): The process of claim 12 wherein the polymeric gel contains about 0-0.1 weight percent of an aversive agent and about 0 to 50 weight percent of a surfactant.

Claim 19. (original): The process of claim 12 wherein the polymeric gel contains about 0-50 weight percent of a co-solvent.

Claim 20. (original): The process of claim 19 wherein the co-solvent is selected from the group consisting of diethyl phthalate; triethyl acetate, dipropylene glycol, ethyl alcohol, benzyl benzoate, dioctyl adipate and mixtures thereof.

Claim 21. (original): The process of claim 12 wherein the polymeric gel contains about 0-5 weight percent of a coloring agent

Claim 22. (original): The process of claim 12 wherein the viscosity of the polymeric gel is in a range of about 2,000 centipoise to about 500,000 centipoise over a temperature range of about 40°F to about 150°F.

Claim 23. (previously amended): A device for scenting air in a forced air HVAC system including a mechanical source of air flow for circulating ambient air through the system comprising:

a filter supported in a frame within the HVAC system including an air permeable filter medium having an upstream facing surface and a downstream facing surface with the ambient air circulating in the system passing through the filter medium in a direction from the upstream facing surface of the filter medium to the downstream facing surface; and

a scented gel composition adhered directly on the downstream facing surface of the filter medium whereby the circulating air initially contacts the scented gel composition after the circulating air has passed through the filter medium and the air passes through the gel composition to scent the air circulating in the system

downstream of the filter; the gel composition comprising a thermoplastic, semi-permeable polymeric gel having a fragrance material incorporated therein, the polymeric gel having sufficient viscosity at temperatures in the range of about 40° F to about 150° F to prevent run off of the gel from the surface of the filter to which it is adhered and to enable effective release of scented, volatile components in the fragrance material to provide an air freshening scent to air passing through the filter by dispersing the scented, volatile components into the air over a predetermined period of time.

Claim 24. (previously canceled).

Claim 25. (previously amended): The device of claim 23 wherein the polymeric gel composition contains about 1 weight percent to about 30 weight percent of a polymeric gelling agent.

Claim 26. (previously amended): The device of claim 25 wherein the polymeric gelling agent is selected from the group consisting of hydrogenated styrene/isoprene copolymers; volatile silicones; polyacrylic acids and mixtures thereof.

Claim 27. (canceled).

Claim 28. (previously amended): The device of claim 23 wherein the polymeric gel contains about 0.1 weight percent to 70 weight percent of the fragrance material.

Claim 29. (previously amended): The device of claim 23 wherein the polymeric gel contains about 0-0.1 weight percent of an aversive agent and about 0 to 50 weight percent of a surfactant.

Claim 30. (previously amended): The device of claim 23 wherein the polymeric gel contains about 0-50 weight percent of a co-solvent.

Claim 31. (previously amended): The device of claim 23 wherein the co-solvent is selected from the group consisting of diethyl phthalate; triethyl acetate, dipropylene glycol, ethyl alcohol, benzyl benzoate, dioctyl adipate and mixtures thereof.

Claim 32. (previously amended): The device of claim 23 wherein the polymeric gel contains about 0-5 weight percent of a coloring agent

Claim 33. (previously amended): The device of claim 23 wherein the viscosity of the polymeric gel is in a range of about 2,000 centipoise to about 500,000 centipoise over a temperature range of about 40° F to about 150° F.

Claim 34. (new): An air freshening composition comprising a thermoplastic, semi-permeable polymeric gel containing about 1 weight percent to about 30 weight percent of a polymeric gelling agent selected from the group consisting of hydorgenated styrene/isoprene copolymers; volatile silicones; polyacrylic acids and

mixtures thereof; the polymeric gel having a fragrance material incorporated therein, the polymeric gel being formulated to adhere directly on a surface of a filter in an HVAC system, the gel having a viscosity in a range of about 2,000 centipoise to about 500,000 centipoise at temperatures in the range of about 40° F to about 150° F preventing run off of the gel from the surface of the filter to which it is adhered and to enable effective release of scented, volatile components in the fragrance material to provide an air freshening scent to air passing through the filter by dispersing the scented, volatile components into the air over a predetermined period of time.